

Fishing Lure

Cross-reference to Related Application

5 [0001] This application claims priority to United Kingdom Patent Application No. 02 17 357.3, filed July 26, 2002, the entire disclosure of which is incorporated herein by reference in its entirety as if fully set forth herein.

Field

10 [0002] The present invention generally to fishing lures, and more particularly to a fishing lure and method of assembling a fishing lure, weight and hook onto a fishing line.

Background

15 [0003] Fishing lures function to attract fish towards a hook upon which a fish may be caught. Available types of fishing lures differ in size, shape, material, colour, smell and buoyancy; and additional features of some fishing lures include mechanisms to produce noise or vibrations, or to release a liquid attractant.

20 [0004] When selecting a fishing lure for use, an angler may consider a number of variables, for example, the water environment in which a fishing lure is to be used, the type of fish which is sought to be caught, the type of fishing system within which the fishing lure will be used, and the ease of use of a fishing lure. In addition, a fisherman may take into account his own or other peoples perceptions of what is attractive to a fish. For example, an angler may consider a style of motion of a fishing lure whilst in
25 the water, to be particularly attractive to one or more types of fish.

30 [0005] *Figure A* shows an angler **A01** using a prior art fishing system **A02** in coastal water **A03**. Assembled to fishing rod **A04** is a spinning reel **A05**, around which a fishing line **A06** is wound. Fishing line **A06** extends from spinning reel **A05** along the length of fishing rod **A04**, along which are spaced a plurality of supporting hooks **A07** upon which fishing line **A06** rests. Fishing line **A06** extends beyond

fishing rod **A04**, and the free end **A08** of fishing line **A06** is secured to a bubble float **A09**. Bubble float **A09** comprises two hemispheres **A10**, each having a connecting hook **A11**, that releasably connect to each other. Bubble float **A09** is configured to be separated into the two hemispheres **A10** so that water **A12** can be placed inside one of the hemispheres **A10**. Thus, when the hemispheres **A10** are connected together again, bubble float **A09** contains water **A12**.

[0006] As shown in *Figure A*, free end **A08** of fishing line **A06** is secured to a first connecting hook **A11** of bubble float **A09**. Prior art fishing system **A02** also comprises a swivel stop **A13**, which has two connecting hooks **A14**; a first of which is secured to the second connecting hook **A11** of bubble float **A09**. Lead line **A15** is secured to and extends from the second connecting hook **A14** of swivel stop **A13** to a prior art fishing lure **A16**. Swivel stop **A13** functions to prevent lead line **A15** from twisting. Prior art fishing lure **A16** comprises a front portion **A17**, to which lead line **A15** is connected at connection point **A18**, and a rear portion **A19**; each portion having a barbed hook **A20** extending therefrom.

[0007] *Figure B* shows an underwater view of prior art fishing system **A02** in use in tidal water **B01**. The function of prior art fishing lure **A16** is to attract fish, such as fish **B02**, **B03** and **B04**, by resembling a fish upon which fish, such as fish **B02**, **B03** and **B04**, feed in nature. Prior art fishing lure **A16** is configured such that a fish, such as fish **B03**, will attempt to feed upon prior art fishing lure **A16** and consequently will become caught on a barbed hook **A20**.

[0008] Angler **A01** is using prior art fishing system **A02** according to a known method, wherein angler **A01** casts out prior art fishing lure **A16** into water **B01**, and then reels in prior art fishing lure **A16** by means of winding fishing line **A06** upon spinning reel **A05**. Thus, angler **A01** effectively drags prior art fishing lure **A16** through tidal water **B01**, in order to fool fish **B02**, **B03** and **B04**, which have a predatory nature, into thinking that prior art fishing lure **A16** is a real, swimming fish upon which they may feed.

[0009] Bubble float **A09** acts as a weight on the end of fishing line **A06**, to facilitate casting out of prior art fishing lure **A16**. However, bubble float **A09** also acts a float, and it can be seen from *Figure B* that bubble float **A09** is floating upon the crest of wave **B05**. A disadvantage of this feature is that, due to the fixed length of lead line **A15**, as bubble float **A09** rises and falls due to the motion of tidal water **B01**, the maximum depth of prior art fishing lure **A16** below bubble float **A09** correspondingly rises and falls. Thus, as shown in *Figure B*, the action of wave **B05** has resulted in prior art fishing lure **A16** being pulled away from, and possibly out of visible range of, fish **B02**, **B03** and **B04**. According to the speed and the action of wave **B05**, this may occur rapidly, and as a result, prior art fishing lure **A16** may move in an unnatural style which will discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

[0010] A further disadvantage arising from the configuration of prior art fishing system **A02**, is that the action of angler **A01** reeling in fishing line **A06** effectively exerts a pulling force on bubble float **A09** and not directly upon prior art fishing lure **A16**. Thus, the degree of control angler **A01** can exert over prior art fishing lure **A16**, is reduced by the termination of fishing line **A06** at the first connecting hook **A11** of bubble float **A09**. During use of prior art fishing system **A02**, lead line **A15** is able to become slack, and consequently, prior art fishing lure **A16** is free to move in any direction according to the motion of tidal water **B01**. Thus, prior art fishing lure **A16** may have periods of erratic movement, which may discourage fish **B02**, **B03** and **B04** from attempting to feed upon prior art fishing lure **A16**.

[0011] Periods of unnatural erratic movement of prior art fishing lure **A16** may also result from a feature of prior art fishing system **A02**, wherein lead line **A15** is connected to prior art fishing lure **A16** at a single connection point **A18** on the front portion **A17**. Thus, even in circumstances under which lead line **A15** is in the fully taut position (as shown in *Figure A*), forces acting on prior art fishing lure **A16** may influence it to move randomly in any direction about connection point **A18**.

[0012] As shown in *Figure B*, within tidal water **B01** are pieces of seaweed, floating naturally at a higher level than **B02**, **B03** and **B04**, and seaweed **B06** has become caught upon a barbed hook **A20** of prior art fishing lure **A16**. The presence of caught seaweed **B06** may have an adverse effect on the motion of prior art fishing lure **A16** as it is dragged through tidal water **B01**, and may alert fish **B02**, **B03** and **B04** to the fact that prior art fishing lure **A16** is not a real fish. In addition, prior art fishing lure **A16** or bubble float **A09** may become entangled with seaweed, or flotsam and jetsam, to the extent that angler **A01**, is forced to sever fishing line **A06**, in order to release it from bubble float **A09**. This action results in the loss of bubble float **A09**, swivel stop **A13**, lead line **A15**, prior art fishing lure **A16**, and a length of fishing line **A06**; causing expense and inconvenience to angler **A01**.

Summary

[0013] According to a first aspect of the invention, there is provided a fishing lure having a head portion, a body portion and a tail portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; wherein said first opening is configured to allow fishing line to be inserted therethrough into said internal chamber, and said second opening is configured to allow a fishing weight to be inserted therethrough into said internal chamber.

[0014] According to a second aspect of the invention, there is provided components configured to be assembled into a fishing lure assembly, said components comprising a fishing lure having a head portion, a body portion and a tail portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening configured to allow fishing line to be inserted therethrough into said internal chamber, and said second opening configured to allow a fishing weight to be inserted therethrough into said internal chamber, a fishing weight, and a hook.

[0015] According to a third aspect of the invention, there is provided a method of assembling a fishing lure, fishing weight and hook onto a fishing line; said fishing lure having a head portion, a body portion and a tail portion, said fishing lure defining an internal chamber having a first opening in said head portion and a second opening in said body portion; said first opening configured to allow fishing line to be inserted therethrough into said internal chamber, and said second opening configured to allow a fishing weight to be inserted therethrough into said internal chamber; said method comprising the steps of: assembling said fishing lure onto said fishing line by threading fishing line through said first opening and said second opening of said fishing lure; assembling said fishing weight onto said fishing line; and assembling said hook onto said fishing line.

Brief Description of the Drawings

[0016] *Figure A* shows an angler using a prior art fishing system;

[0017] *Figure B* is an underwater view of the prior art fishing system shown in *Figure 1*, in use;

[0018] *Figure 1* is a side view of a fishing lure;

[0019] *Figure 2* shows the fishing lure shown in *Figure 1* and a weight, both assembled onto the same fishing line;

[0020] *Figure 3A* shows a side view of the weight shown in *Figure 2*;

[0021] *Figure 3B* is a section on line A-A shown in *Figure 3A*;

[0022] *Figure 4* shows a hook assembled onto the fishing line shown in *Figure 2*;

[0023] *Figure 5* shows the fishing lure shown in *Figure 2*, being prepared to receive the weight and hook shown in *Figure 4*;

[0024] *Figure 6* shows the weight and hook, shown in *Figures 4* and *5*, being inserted into the fishing lure, shown in *Figures 2* and *5*;

[0025] *Figure 7* shows a fishing lure assembly, comprising the weight and hook, shown in *Figures 4* and *5*, inserted into the fishing lure, shown in *Figures 2* and *5*; all assembled onto the fishing line;

[0026] *Figure 8* is an underwater view of the fishing lure assembly shown in *Figure 7*, in use;

[0027] *Figure 9* shows the weight and hook, shown in *Figures 4* and *5* assembled onto a fishing line, being removed from the fishing lure, shown in *Figures 2* and *5* assembled onto the fishing line; and

[0028] *Figure 10* shows a retail unit comprising a plurality of fishing lures, a plurality of weights, a plurality of hooks, and a receptacle containing lubricant, all grouped by packaging.

Detailed Description of the Exemplary Embodiments

[0029] *Figure 1* shows a fishing lure **101**. Fishing lure **101** has a head portion **102**, a body portion **103**, and a tail portion **104**. Within fishing lure **101** is an internal chamber **105**, having a first opening **106** and a second opening **107**. First opening **106** is located within head portion **102** of fishing lure **101** and is configured to receive a fishing line. Second opening **107** is located within body portion **103** of fishing lure **101** and is configured to receive a fishing weight. According to the example shown in *Figure 1*, first opening **106** is a substantially circular aperture and second opening **107** is a substantially rectangular aperture, with a longitudinal major axis. Fishing lure **101** is a facsimile of a sand eel, and has equivalent features of such a fish, including eyes **108**, mouth **109**, gills **110**, front fins **111**, scales **112** and rear fins **113**. In addition, fishing lure **101** has a flexible tail fin **114**, configured as a baffle plate. In the shown example, first opening **106** forms part of the mouth **109** of fishing lure **101**.

[0030] Illustrated in *Figure 2*, is a method by which fishing lure **101** is assembled onto a fishing line **201**. Free end **202** of fishing line **201**, shown held by hand **203**, is passed in the direction of arrow **204** to the front of fishing lure **101**, through first opening **106** into internal chamber **105**, and from internal chamber **105** through second opening **107** out underneath fishing lure **101**. In this way, fishing lure **101** is threaded upon fishing line, with first opening **106** of internal chamber **105** up-line along fishing line **201** from second opening **107**. In this example, the head portion **102** of fishing lure **101** faces up-line.

[0031] *Figure 2* also shows a fishing weight, in this example fishing weight **205**, suitable for insertion into internal chamber **105** of fishing lure **101**. Fishing weight **205**, shown assembled onto fishing line **201** down-line from fishing lure **101**, is described in further detail below with reference to *Figures 3A* and *3B*.

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[0032] *Figure 3A* shows an enlarged view of fishing weight **205**, which is a type known as a torpedo fishing weight. Fishing weight **205** defines a passageway **301** extending therethrough, the passageway **301** having a front portion **302**, which is radial about the central longitudinal axis of fishing weight **205**, and a rear portion **303**, the cross-sectional shape of which is shown in more detail in *Figure 3B*.

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[0033] The cross-sectional shape of rear portion **303** is symmetrical about each of perpendicular major and minor axes, with the distance between negative and positive points on the major axis being greater than the distance between negative and positive points on the minor axis; the cross-section having a curved inside surface, and the axis intersection points being points on the inside surface at the greatest distance from the origin of the axes and the negative and positive points approximately forty-five degrees from each axis being points on the inside surface at the least distance from the origin of the axes. In cross-section, the inside surface of passageway **301** forms a concave curve between each axis intersection point and a point approximately forty-five degrees between the axes, in the region of which the inside surface forms a convex curve.

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[0034] As shown in *Figure 3B*, front portion **302** of passageway **301** is smaller in cross-sectional area than the cross-sectional area of rear portion **303**, the arrangement such that within fishing weight **205**, there is a face **304**, perpendicular to the central longitudinal axis of fishing weight **205**, at the point along passageway **301** where front portion **302** opens out into rear portion **303**.

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[0035] *Figure 4* shows a fishing hook **401** assembled onto fishing line **201**, down-line from fishing weight **205**, which is oriented such that rear portion **303** of

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passageway **301** is down-line from front portion **302**. Fishing hook **401** has a connecting eye **402** (shown from the side) around which free end **202** of fishing line **201** is tied, a shank **403**, two barbs **404**, and a barbed crook **405**. Rear portion **303** of passageway **301** is configured such that connecting eye **402** of fishing hook **401** will slot into fishing weight **205**, in the direction of arrow **406**. The cross-sectional shape of rear portion **303** of passageway **301** is configured such that connecting eye **402** of fishing hook **401** will fit into the previously described major axis section of rear portion **303**. This feature functions to prevent fishing hook **401** rotating within fishing weight **205**.

[0036] In the fully inserted position, connecting eye **402** abuts against the passageway face. The length of rear portion **303** is such that **403** when fishing hook **401** is inserted into fishing weight **205**, part of the shank **403** of fishing hook **401** is retained within fishing weight **205**. This feature advantageously reduces the overall length of the fishing weight **205** and fishing hook **401**, compared to fishing weight **205** and fishing hook **401** being assembled one after the other along the fishing line, and reduces the overall width of the fishing weight and the hook, compared to these components being placed separately, each to one side of the other.

[0037] Fishing lure **101** is configured to allow fishing weight **205**, and in addition, fishing hook **401**, to be removably inserted through second opening **107** of internal chamber **105** into fishing lure **101**. *Figure 5* shows an amount of lubricant **501** being inserted into internal chamber **105**, in preparation for fishing weight **205** being inserted into fishing lure **101**. Lubricant **501** is contained within a receptacle **502**, having an elongate tapered nozzle **503** to facilitate the lubrication of internal chamber **105** of fishing lure **101**.

[0038] *Figure 6* shows fishing weight **205** and fishing hook **401** being inserted into fishing lure **101**. According to a method of assembling fishing lure **101**, fishing weight **205** and fishing hook **401** onto fishing line **201**, fishing hook **401** is inserted into fishing weight **205** prior to fishing weight **205** being inserted into internal chamber **105**

of fishing lure **101**. This step facilitates the insertion of fishing hook **401** into internal chamber **105**, compared to inserting fishing hook **401** into fishing weight **205** after fishing weight **205** has been inserted into internal chamber **105** of fishing lure **101**.

5 **[0039]** Hand **203** is shown in *Figure 6* pulling fishing line **201** through fishing lure **101** in the direction of arrow **601**. This action reduces the amount of slack fishing line **201** within fishing lure **101**, between fishing hook **401** and first opening **106** of internal chamber **105**, and may also aid the process of inserting fishing weight **205** and fishing hook **401** into internal chamber **105**, by exerting a pulling force upon fishing hook **401**.

10 **[0040]** *Figure 7* shows a fishing lure assembly **701**. Fishing lure **101** is prepared for use, with fishing weight **205** and fishing hook **401** fully inserted and positioned within internal chamber **105**; fishing lure **101**, fishing weight **205** and fishing hook **401** assembled sequentially down-line onto fishing line **201**. It can be seen from *Figure 7*
15 that barbed crook **405** of fishing hook **401** is positioned on the underside of fishing lure **101**.

20 **[0041]** As previously described, fishing hook **401** fits into the major axis section of rear portion **303**, such that rotational movement of fishing hook **401** within fishing weight **205** is prevented. Fishing weight **205** fits tightly inside internal chamber **105**, such that rotational movement of fishing weight **205** within fishing lure **101** is inhibited. In combination, these features inhibit movement of barbed crook **405** from the desired position, in this example from the underside of fishing lure **101**. In addition, the rectangular configuration of second opening **106**, the length thereof extending along
25 the length of fishing lure **101**, further inhibits such movement.

30 **[0042]** Fishing lure assembly **701** is suitable for use within a fishing system comprising a fishing rod, such as fishing rod **A04**, to which is assembled a spinning reel, such as spinning reel **A05**. However, as shown in *Figure 8*, fishing lure assembly **701** is suitable for use within a fishing system that does not comprise a float, such as bubble float **A09**, a swivel stop, such as swivel stop **A13** or a lead line, such

as lead line **A15**. This feature provides for a reduction in the cost of the fishing system and the amount of equipment that is normally transported by an angler. In addition, due to a reduction in the number of fishing system components which could become entangled with seaweed, or flotsam or jetsam, the risk of an angler having to sever fishing line **201** as a consequence is reduced.

[0043] *Figure 8* shows fishing lure **101** being used in tidal water **801** to attract fish **802** and **803**. Fishing lure **101** has been cast out and is being reeled in by an angler. As previously described, within prior art fishing system **A02**, bubble float **A09** acts as a weight on the end of fishing line **A06** to facilitate casting out of prior art fishing lure **A16**. Within fishing lure assembly **701**, fishing weight **205** acts as a weight on the end of fishing line **201** to facilitate casting out of fishing lure **101**. In addition, fishing weight **205** also functions to balance fishing lure **101** whilst being dragged through tidal water **801**; the weight provided by fishing weight **205** functioning to maintain fishing lure **101** within tidal water **801** and acting as a counterbalance to the effects of forces acting upon fishing lure **101**.

[0044] As shown in *Figure 8*, fishing line **201** is directly secured to fishing lure assembly **701**, such that a pulling force exerted on fishing line **201**, in the direction of arrow **804**, will be transferred to fishing lure assembly **701**. This feature confers greater control over fishing lure **101** to an angler, for example, greater control over the speed of fishing lure **101**, moving in the direction of arrow **804**, as fishing line **201** is reeled in by an angler.

[0045] Within the shown arrangement of fishing lure assembly **701**, fishing line **201** is secured to connecting eye **402** of fishing hook **401**. Connecting eye **402** is located within fishing weight **205**, which is located in internal chamber **105** of fishing lure **101**. With this arrangement, the pulling force exerted upon fishing line **201** as it is reeled in acts directly upon fishing hook **401**. This feature confers to an angler greater control over the direction in which fishing lure **101** moves as the angler reels fishing line **201** in.

[0046] The aforementioned risk of rapid depth fluctuation, described in relation to the use of prior art fishing lure **A16** in combination with bubble float **A09**, swivel stop **A13** and lead line **A15**, is reduced by directly securing fishing line **201** to fishing assembly **701**. This feature also functions to maintain fishing lure **101** at an effective depth, such as the depth of fish **802** and fish **803**.

[0047] As described with reference to and as shown in *Figures 3A* and *3B*, fishing weight **205** defines a passageway **301** therethrough about the central axis thereof, such that the weight provided by fishing weight **205** is distributed approximately uniformly about fishing line **201** when assembled within fishing lure assembly **701**. Correspondingly, this feature functions to increase the uniformity with which fishing lure **101** moves as it is reeled in through tidal water **801**.

[0048] Preferably, first opening **106** of internal chamber **105** of fishing lure **101** is a relatively small size, for example of a size allowing only a fishing line to be passed therethrough, in order to reduce the risk of water entering internal chamber **105**, to reduce any drag effects, and to inhibit movement of fishing lure **101** about the point along fishing line **201** where fishing line **201** enters first opening **106** of internal chamber **105**.

[0049] Fishing lure **101** is configured such that the movement of flexible tail portion **114** is uninhibited when fishing lure **101** is assembled into fishing lure assembly **701**. Flexible tail portion **114** is configured to maintain fishing lure **101** in the upright position whilst being reeled in through tidal water **801**, and is further configured such that as fishing lure **101** moves through tidal water **801**, in the direction of arrow **804**, flexible tail portion **114** oscillates side to side in the directions indicated by double headed arrow **805**. The realistic motion achieved by fishing lure **101** within fishing lure assembly **701**, increases the attractiveness of fishing lure **101** to fish, such as fish **803**.

[0050] In the event that fish **803** attempts to feed upon fishing lure **101** and becomes caught upon fishing hook **401**, according to the configuration of fishing lure assembly **701**, fishing lure **101** is able to travel up-line along fishing line **201**. This action may occur as a result of the action of fish **803** whilst becoming caught upon fishing hook **401**, or an angler may move fishing lure **101** along the line, if required. This feature reduces the degree of interference of fishing lure **101** during the process of an angler removing fishing hook **401** from successfully caught fish **803**. Fishing weight **205** may be taken along with fishing lure **101**, or fishing lure **101** and fishing weight **205** may become separated from one another as fishing lure **101** travels along the fishing line. In addition, the risk of damage to fishing lure **101** is reduced, thus providing for an increase in the working life of fishing lure **101**, which may be re-used.

[0051] Fishing lure assembly **701** is configured to be separated into the fishing lure **101**, fishing line **201**, fishing weight **205** and fishing hook **401** components. *Figure 9* illustrates a method of removing fishing weight **205** and fishing hook **401** from within internal chamber **105** of fishing lure **101**; wherein fishing weight **205**, with fishing hook **401** remaining inserted inside, is manipulated by hand **203** until both fishing weight **205** and fishing hook **401** are tilted towards second opening **107** of internal chamber **105**. Fishing weight **205**, shown held by hand **203**, is then squeezed out from internal chamber **105**, in the direction of arrow **901**. To assist the removal of fishing weight **205** from fishing lure **101**, an amount of lubricant **501** may be inserted into internal chamber **105** prior to or during the manipulation of fishing weight **205**. It can be observed from *Figure 9* that as fishing weight **205** is tilted towards second opening **107** of internal chamber **105**, fishing line **201** is drawn into internal chamber **105**. In addition, *Figure 9* shows hand **203** positioned on the upper side of fishing lure **101**, away from first opening **106** of internal chamber **105**, such that the movement of fishing line **201** through fishing lure **101** is uninhibited.

[0052] Fishing lure **101** is configured such that fishing weight **205** is removable, to allow an angler to use a variety of fishing weights, having different weights, in combination with fishing lure **101**. Similarly, fishing assembly **701** is configured such

that an angler may use a variety of fishing hooks, having different dimensions or style or number of barbs, in combination with fishing lure **101**. Thus, an angler may select a fishing weight from a plurality of fishing weights suitable for use in combination with fishing lure **101** and a fishing hook from a plurality of fishing weights suitable for use in combination with fishing lure **101**, according to the fishing conditions.

[0053] *Figure 10* shows a retail pack **1001**. Retail pack **1001** comprises three fishing lures **1002**, **1003** and **1004**, fishing lure **1002** having smaller dimensions than fishing lure **1003**, which has smaller dimensions than fishing lure **1004**. Each fishing lure **1002**, **1003**, **1004** incorporates an internal chamber and first and second openings arranged in substantially the same arrangement as previously described with respect to fishing lure **101**. Retail pack **1001** further comprises three fishing hooks **1005**, **1006** and **1007**; fishing hook **1005** having smaller dimensions than fishing hook **1006**, which has smaller dimensions than fishing hook **1007**. Fishing hooks **1005**, **1006**, **1007** are similar to previously described fishing hook **401**. Retail pack **1001** also comprises three fishing weights, **1008**, **1009**, **1010** fishing weight **1008** having smaller dimensions than fishing weight **1009**, which has smaller dimensions than fishing weight **1010**. Fishing weights **1008**, **1009**, **1010** are similar to previously described fishing weight **205**. In addition, retail pack **1001** comprises a receptacle **1011** containing lubricant **1012**. Receptacle **1011** is similar to previously described receptacle **502**, and has an elongate nozzle **1013**. The components of retail pack **1001** are grouped together by packaging **1014** for the convenience of both retailer and purchaser.

[0054] The configuration of fishing lure **101** is such that fishing lure **101**, fishing weight **205** and fishing hook **401** can be assembled into fishing lure assembly **701** quickly and easily. Correspondingly, fishing weight **205** and fishing hook **401** can be changed by an angler quickly and easily. An angler may therefore conveniently take retail pack **1001** on an angling expedition, and may select a heavier weight, such as fishing weight **1010**, for use in combination with fishing lure **101** in spring tide

conditions; or a lighter weight, such as fishing weight **1008**, for use in combination with fishing lure **101** in neap tide conditions.

[0055] Fishing lure **101** is preferably fabricated from a flexible material, for example rubber. A flexible material is advantageous in assisting the manipulation of fishing lure **101** during the processes of inserting fishing weight **205** and fishing hook **401** into internal chamber **105** of fishing lure **101**, and removing fishing weight **205** and fishing hook **401** from internal chamber **105** of fishing lure **101**. In addition, a durable, flexible material provides for an increase in the working life of fishing lure **101** which is configured to be assembled into and separated from fishing lure assembly **701** a plurality of times.

[0056] Furthermore, many types of flexible material are available, for example, having different densities, colours, degrees of transparency or different effects, such as gloss or sparkly. Preferably, fishing lure **101** has a degree of transparency, such that internal chamber **105** is visible, to facilitate a user of fishing lure **101** in the process of assembling fishing lure **101** into fishing lure assembly **701**, and similarly to facilitate the process of separating fishing lure assembly **701** into the separate components.

[0057] The embodiment described herein offers several advantages over the discussed prior art. However, the skilled reader will understand that substitutions may be made for the components of fishing lure assembly **701** without departing from the spirit of the invention, although some substitutions could result in the loss of one or more of the advantages. In particular, different types of weights and hooks could be used, including those which do not interact to prevent movement of the hook as herein described. A fishing lure that is suitable for use in a different type of water, for example freshwater lake, could be used. In addition, a fishing lure that is not a facsimile of any type of fish could be used.